

Message Text

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PAGE 01 THE HA 01120 030715Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 USIA-15 /036 W
-----100060 031243Z /10

R 021632Z MAR 78
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 2160
USDOC WASHDC
INFO AMEMBASSY LONDON

UNCLAS THE HAGUE 1120

USDOC FOR USTS AND OIM

LONDON FOR USTS

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: VISIT USA BOOTH AMSTERDAM

REF: A) THE HAGUE 120 (ITEM 1.G) ; B) 77 USDOC 23491;
C) 77 THE HAGUE 6008

1. THE EMBASSYS AMERICAN TOURIST INFORMATION SERVICE OPENED FOR BUSINESS AT ITS NEW LOCATION IN THE OFFICES OF PAN AMERICAN WORLD URWAYS IN AMSTERDAM ON MARCH 1, 1978. AS REPORTED, THE MOVE WAS NECESSITATED BY THE DECISION OF THE CITY OF AMSTERDAM TO MOVE THE AIR TERMINAL AND THAT OF KLM TO USE AS LONG AS POSSIBLE SPACE PREVIOUSLY GIVEN TO THE VISIT USA BOOTH IN CONNECTION WITH ITS LARGE SCALE VISIT USA PROMOTION (REF C).

2. AFTER BEING INFORMED BY USTS THAT THE SMALL CONTRIBUTION OF \$2,000 WOULD NOT BE MADE AVAILABLE TO DEFRAY PART OF THE EXPENSE OF THE BOOTH AT PAN AMERICAN, THE COMMERCIAL COUNSELOR CONTINUED THE NEGOTIATIONS WITH THE DIRECTOR IN THE NETHERLANDS OF PAN AMERICAN WORLD AIRWAYS, PETER J.LEGRO, TO FIND A WAY
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TO CONTINUE OUR INFORMATION SERVICE FOR THE TRAVEL TRADE ON A NON-DISCRIMATORY BASIS AND FOR THE DUTCH TRAVELING PUBLIC. WHILE DISAPPOINTED THAT USTS COULD NOT MAKE A CONTRIBUTION, LEGRO AGREED TO CONTINUE TO SUPPORT THE EMBASSY'S PROPOSAL TO HAVE A BOOTH IN PAN AM'S OFFICE, AND DISCUSSED THE MATTER WITH HIS COMPANY'S LONDON REGIONAL OFFICE AND HEADQUARTERS IN NEW YORK. THANKS TO LEGRO'S EFFORTS, PAN AM MANAGEMENT AGREED.

3. THE END RESULT OF THE DISCUSSIONS WAS AN EXCHANGE OF LETTERS ON FEBRUARY 3 AND FEBRUARY 8 BETWEEN THE PAN AMERICAN DIRECTOR FOR THE NETHERLANDS AND THE COMMERCIAL COUNSELOR (COPIES BEING POUCHED TO TOLSON, USTS, AND CMM FIELD,OIM). PAN AMERICAN INTER ALIA OFFERED TO PROVIDE OFFICE SPACE, STORAGE FACILITIES AND VARIOUS OTHER SUPPORT SERVICES FOR THE AMERICAN TOURIST INFORMATION SERVICE NO REPEAT NO USG CONTRIBUTION FOR THE OFFICE SPACE WAS REQUIRED. FOR ITS PART, THE EMBASSY AGREED TO SECURE A VOLUNTEER STAFF AND PROVIDE TOURIST LITERATURE, PUBLICITY, AND CERTAIN OFFICE EQUIPMENT.A TARGET OPENING DATE FOR THE BOOTH OF MARCH 1 WAS SET AND MET.

4. THE NEW BOOTH OPENED ON MARCH 1 AND WAS FULLY STAFFED AND OPERATIONAL. MORE THAN TWENTY-FIVE INQUIRIES WERE RECEIVED ON THE FIRST DAY OF OPERATION. TO FACILITATE EASY TELEPHONE DIRECTORY REFERENCE IN THE DUTCH LANGUAGE AND BETTER IDENTIFY THE FACILITY, ITS NAME WAS CHANGED FROM THE VISIT USA TOURIST INFORMATION SERVICE TO THE AMERICAN TOURIST INFORMATION SERVICE. IT WILL BE ATAFFED, AS BEFORE, BY A GROUP OF VOLUNTEERF AND THE OFFICE WILL BE OPEN MONDAY THROUGH FRIDAY FROM 1000 TO 1600 HOURS.

5. ANNOUNCEMENTS OF THE MOVE AND NAME CHANGE HAVE BEEN MADE IN LETTERS FROM THE EMBASSY TO THE MAJOR DUTCH TRAVEL AGENTS., AND IN A FEATURE ARTICLE IN THE EMBASSY COMMERCIAL NEWSLETTER.
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ALSO, THE EMBASSY HAS PLACED ADS IN THE "DIT", THE NETHERLANDS MAJOR TRAVEL INDUSTRY JOURNAL,AND THE MAJOR NATIONAL DAILY NEWSPAPER, DE TELEGRAPH. WE ARE TRYING TO SECURE PRESS COVERAGE, INCLUDING INTERVIEWS WITH THE VOLUNTEER STAFF AND PICTURES OF THE NEW BOOTH. COPIES OF ALL THESE MATERIALS WILL BE PROVIDED TO WASHINGTON. A LETTER HAS ALSO BEEN SENT TO KLM EXPRESSING APPRECIATION FOR THEIR EXTENSION AND GENEROUS SUPPORT OF THE VISIT USA TOURIST INFORMATION SERVICE DURING THE PERIOD 1975-1978.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978THEHA01120
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780097-0869
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197803113/aaaadrts.tel
Line Count: 104
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 37c9bab9-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 THE HAGUE 120
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3136305
Secure: OPEN
Status: NATIVE
Subject: VISIT USA BOOTH AMSTERDAM
TAGS: BEXP, NL
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/37c9bab9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014